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- No education news stories posted online today.

## FROM THE COEUR D'ALENE PRESS

**No education news stories posted online today.**

## FROM THE SPOKESMAN-REVIEW

### **UI student keeps busy with research, daughter**

Amy Winegardner is an NIC graduate who grew up in Rathdrum. She is now at the University of Idaho conducting biomedical research originally funded by a \$5,000 fellowship from the Idaho Institutional Development Award, Network of Biomedical Research Excellence, which she completed this summer. Courtesy of University of Idaho (Courtesy of University of Idaho )

Kimberly Hirai  
University of Idaho  
September 6, 2008

University of Idaho senior Amy Winegardner went on a white-water rafting trip in 2006 along the Selway River – it was the summer she says, before she moved to Moscow, Idaho, to pursue a degree in microbiology.

Amid friends from Coeur d'Alene, Winegardner enjoyed moving at the pace of the river and indulging in the outdoor activity – something she had always treasured growing up in a small town in Idaho.

Today Winegardner's study subject, a bacteria known as *Myxococcus xanthus*, keeps her moving at a faster pace. She says she works better under stress – Winegardner is currently working on four projects, one of which was funded by a 10-week, \$5,000 fellowship from the Institutional Development Award Network of Biomedical Research Excellence

### **Advertisement**

This summer, she studied a protein called MglB related to the coordination and motility abilities of the bacterium. Winegardner fluorescently tagged the protein and then tracked its movements within the cell using time-lapse fluorescent microscopy.

"It's thought to be a regulator of another protein called MglA, which is a GTPase. This GTPase in turn coordinates both adventurous and social motility."

GTPases, or guanine triphosphates, make up a family of enzymes that can hydrolyze or break GTP down into its component parts. The research could be especially revealing due to MglA's link to a family of proteins involved with cancer. *M. xanthus* research also poses the potential for antibiotic development, as it secretes several molecules known to have inhibitory and antibiotic effects on other microbes, Winegardner says.

Knowing more about MglB and the bacterium's motility can help with those studies. In adventurous motility, cells of the bacterium generally glide independently of each other. In social motility, cells communicate via pili – tiny appendages bacteria can use to connect themselves to other bacteria – to glide as a group of cells. In this process, pili attach to another cell and are then disassembled inside the cell as it pulls itself toward the other one.

Winegardner balances school with family. In between classes and time in the lab, Winegardner focuses on her 4-year-old daughter, Kallysta.

"Study time of course is a little more limited since I can't study until after she's in bed but you know... I have fun with her in the afternoons and after she goes to bed I study. A lot of people try to use it as a sob story but I think it's been a blessing," she says.

Winegardner plans to return to her country roots after she completes school. She grew up in Rathdrum, where she first developed her dream to provide care to residents with limited access to medical care.

"I would say that people in small towns definitely need access to better health-care options. A lot of people can't even make it to a facility to receive care, so they put it off until it's a lot of times, too late or they're going to lose a limb or that sort of thing," she says. "I think creating access to smaller communities would be one of the great things about being a physician assistant."

Winegardner is a transfer student from North Idaho College in Coeur d'Alene. After being accepted to nursing school, Winegardner fell in love with a general microbiology course in 2005 and transferred to UI in 2006 to pursue a major of the same – her older sister had already followed a similar plan.

But Winegardner hoped to pave her own path. She won the UI Microbiology, Molecular Biology and Biochemistry Department's Spring 2008 poster competition. She was also a nominee for the department's outstanding junior award.

Winegardner is involved in three other research projects in addition to her INBRE fellowship. One will be conducted over the course of the next academic year to study results from a scientific paper suggesting that inhibiting the pigment produced by *Staphylococcus aureus* results in the inhibition of the bacterium's virulence. This would allow the immune system to reduce or stop infection.

*M. xanthus* contains a similar gene that leads to pigmentation. The study will try to reveal the mechanism by which genetically identical colonies of a strain exhibit different appearances. A majority of colonies are bright yellow in color and have a "notched" edge. A second type of the same strain produces tan pigmentation and shows globular edges. The study is funded by the Continuing Undergraduate Research Scholar award Winegardner recently won.

And in addition to several other new projects, Winegardner doesn't often run into people that refer to her as "another Winegardner" anymore.

"I thought it was cool to make a name for myself rather than rely on what my sister did here," she says.

Winegardner applied to Idaho State University's physician assistant program this past semester. She plans to graduate from the University of Idaho in May.

The Idaho INBRE program was established through a five-year, \$16 million grant from the National Institutes of Health. It is charged with the task of increasing biomedical research conducted in Idaho in addition to improving research opportunities for faculty and students at all of the state's universities and colleges.

#### FROM THE MOSCOW PULLMAN DAILY NEWS (PASSWORD REQUIRED)

##### **Council to vote on U-district proposal**

By Tara Roberts and Hillary Hamm, Daily News staff writers

Posted on: Saturday, September 06, 2008

Elwood Hartman picks up cans and bottles every morning on Northeast B Street in Pullman.

Hartman has lived on College Hill for decades and is tired of the parties, disorderly behavior and litter that is common on the hill.

He hopes the Pullman City Council and Washington State University move forward soon on a proposed university district that proponents say will improve the neighborhood.

"It sounds wonderful," he said. "They should have done it long ago."

The City Council is scheduled to vote Tuesday on an interlocal agreement that commits the city and WSU to four years of making the university district a reality. WSU President Elson S. Floyd proposed the district earlier this year as a way to increase cooperation in the areas of parking, planning and policing.

The district would include approximately two blocks on both sides of Colorado Street with tentative boundaries of Maple Street to the west, Howard Street to the north, D Street to the east and Oak Street to the south.

The proposed interlocal agreement outlines several planned projects, including a city-run on-street parking permit system, shared police responsibilities between WSU and the city, and focused enforcement of city nuisance codes.

Mayor Glenn Johnson said the district is still conceptual, and specifics will be negotiated as time goes on. The public will have the chance to weigh in on later details at public meetings.

City and university officials say WSU will not be allowed to make its own rules in the area if the university district is approved by the city. The city will process development applications from the university and explore design standards if applicable, and the Pullman Planning Commission will review proposed university projects following standard zoning codes and comprehensive plans.

When it comes to policing, city ordinances - including parking permit programs, nuisance codes and restrictions on open containers of alcohol in public - will be upheld and strongly enforced.

"This is not campus, this is a district within the city. It's governed by the city, subject to city regulations, subject to all city building codes," said Mel Taylor, WSU executive director of real estate operations and external affairs.

Former City Councilman Al Sorensen sees the proposal in a different light. He predicts the district would put pressure on the city to grant WSU requests for relaxed zoning or planning codes to allow for more commercial development, which he said should be kept to areas such as downtown, Grand Avenue and Bishop Boulevard.

"Tell me what the benefit is other than dollars," he said. "Give me a reason to be on board with this."

Sorensen said he is constantly approached by other residents concerned about the way the district could affect the Pullman community. He added that the proposal he's familiar with is based on issues of "lights and parking," and he questions what the long-term benefit of the idea would be for both the city and university.

"I don't understand the rush," Sorensen said. "If it's just a matter of parking and lighting, give (the city) money and we'll do it. If we need more police officers, give us money and we'll hire them. Those were all things we'd already been working on or talking about."

"What's new here?" he asked. "I'm in favor of anything to protect the students and residents but do we really need to turn over part of the city for that to happen? I don't think so. All they've given us is short-term plans that (the city) could do if we had more money. ... This is a very big decision, and for it to be moved along at the city level in less than a year is rushed."

Taylor said WSU and Pullman have had plenty of time to discuss the district, and it's time for action. He added that the university has been addressing College Hill problems for years and the university district is just the newest part of the plan.

"What this is is a combination of all those (past) ideas finally coming together with something we can all agree on that will be the best thing to make those things work," Taylor said.

WSU Student Conduct Office Director Elaine Voss said the university and city have partnered for years to keep the community safe and improve the quality of life on College Hill - specifically in the area of law enforcement.

She said representatives from her office meet with the Pullman Police Department weekly. While police and the court system work to iron out legal issues with students' behavior, her office helps to educate students who have gotten into trouble by "working with (them) to make better decisions, giving them tools to help them make good decisions and help them remain (in school)."

Voss isn't up to speed on the specifics of the university district proposal, but said her office likely already accomplishes some of the goals the district is intended to accomplish.

"I feel we have the relationships and the connections we need ... to decrease negative behavior," she said. "Hopefully the whole notion of the university district will only strengthen those ties."

Johnson said it's ultimately up to the City Council members to decide whether they think there's been enough discussion. Some council members hope to hear from more people like Hartman before they make a decision on Tuesday.

Councilman Barney Waldrop said he would like to gather opinions from individual property owners who live in or near the district.

"There are a lot of private property owners who have property on College Hill and they should make their positions known, if they have one," he said.

Allison Munch-Rotolo, chairwoman of the College Hill Association, said College Hill residents who live outside the proposed district have been involved as much as they need to be. She hopes the district will benefit College Hill neighbors and other Pullman residents by freeing up law enforcement to pay attention to other areas of the city.

"I think that by focusing on a manageable area ... and really trying to clean up that area, there will be kind of a spillover effect in a positive way," she said.

Councilwoman Pat Wright said she doesn't think WSU students have been given enough time to weigh in on the matter. She wants members of the public to have a chance to give testimony before the vote as well.

"I just want to make sure that we have all of the information that we need to be able to make a sound, informed decision about this," she said. "If that means we still need to get out there and get more information, that's what we'll do."

WSU Interfraternity Council Director of Marketing and Recruitment Taylor Worth said he wants the district plan to move forward efficiently, but also wants students to have more input in the process.

Worth said the WSU has done a good job of giving students information about the district, but some student leaders still have concerns with its implications. He's particularly concerned that WSU police who patrol the district are kept accountable for their actions, and that the university continues to be open with students.

"The university gets a lot of power from having a district," Worth said.

Worth said some students are hoping for the chance to express their concerns at Tuesday's City Council meeting.

On the other hand, Associated Students of Washington State University President Brandon Scheller said students have had plenty of time for input.

Scheller said Floyd "opened the line of communication" when he presented his proposal last February to an advisory board that includes students from many campus living groups.

"I think the talk of this being sprung on the students is just wrong, completely wrong," he said.

### **Students take advantage of expanded dual-credit options**

UI official estimates 100 Moscow students are taking part in dual-credit program  
By Halley Griffin, Daily News staff writer

Posted on: Saturday, September 06, 2008

Mackenzie Payton is enrolled in the hardest class she has ever taken.

The Moscow High School senior is earning university credits while satisfying high school graduation requirements in Mike Hightower's British literature class.

She's one of about 100 Moscow students participating in the addition to the University of Idaho's dual-credit program. For the first time, students can take classes from their regular teachers at Moscow High School that count toward their college degrees.

High school students enjoy reduced fees of only \$65 per credit, compared to the \$238 per credit paid by regular part-time students at the UI.

Cynthia Leonhart, director of the UI's dual-credit program, said the goal is to encourage more students to seek higher education by keeping the credits affordable. The program is self-sustaining and runs on student tuition alone.

The seven dual-credit courses integrate students enrolled in the program with those who are only receiving high school credits. Students enrolled in the program do extra reading and activities to enhance their schoolwork.

Kristine Petterson, who is teaching history and political science for the program, said she thinks students benefit from the mixed classes.

"Part of the benefit is those (dual-credit) students' extra insight and knowledge for the other students," she said, thumbing through several nonfiction books her students will read outside of class this year.

Payton said although her British literature coursework is tough, she enjoys what she's learning.

"If you actually read (the assigned reading) and don't think about how much work it is they're actually good stories," she said.

Payton likes "Beowulf," the class's current read, and "The Great Gatsby," which she read last year. She is hoping to attend the UI next year before transferring elsewhere to obtain a nursing degree. "The reality is now most anybody coming out of high school needs another diploma to get a job," Leonhart said. She's part of a legislative task force put together in January to examine the mission of dual credit in Idaho. Their goal is to increase the number of students who participate in dual-credit programs, and subsequently increase the number of students who consider higher education. The UI's Dual Credit Program is in its 11th year. Although this is the first year classes are being offered at Moscow High School, students throughout Moscow and Latah County have additional options for earning college credits at discounted prices. High school students also can take university classes online, or on campus. Logos School in Moscow, for example, often has students take university classes on campus, Leonhart said. "And regardless of what they decide to do once they graduate from high school these credits are fully transferable. They're regarded as University of Idaho credits," she said. Leonhart also has an 11th-grade daughter at Moscow High School who is participating in the dual-credit program. "I'm saying this as an administrator and a parent," she said. "I'm just very hopeful that there are a lot of students like her that see this as an opportunity to lock in and get a start on their futures."

#### FROM THE LEWISTON TRIBUNE (PASSWORD REQUIRED)

##### **In the schools**

Monday, September 8, 2008

Lewiston board sets interviews of four applicants for panel

The Lewiston School Board is holding a special meeting at 5 p.m. today to interview four applicants for a vacant board position.

The interviews and a regular meeting at 7 p.m. will take place at the district office at 3317 12th St.

The position was vacated by Neal Clinger, who resigned when he moved out of the area. Applicants are Gary Arndt, Bill Perez, Andrew Dahlquist and Mark Havens. The person selected by the board will have to run for election in May.

Perez is a Lewiston dentist. Dahlquist is an associate professor of math and physics at Lewis-Clark State College. Havens is executive director of the Gritman Medical Center Foundation.



Arndt is the director of customer service and logistics for Potlatch Corp.'s consumer products division.

During the regular meeting, the board will review overnight trips for the 2008-2009 school year, select a board member to serve on the audit committee, review bus routes and consider the designation of head teachers in the elementary schools.

Clarkston board to review homeless grant agreement with Asotin district

A homeless grant agreement between Clarkston and Asotin school districts is on the agenda for the Clarkston School Board when it meets at 6 tonight at the district office board room, 1294 Chestnut St.

Other business items include an elevator contract, a rental agreement and a bond resolution.

Renaissance Awards program set Tuesday at Clarkston auditorium

Clarkston High School's Renaissance Awards program will be at 7 p.m. Tuesday in the school auditorium. Renaissance recognizes students for academic achievement.

## **UI professors take aim at destructive marketing**

Negative advertising campaigns are common, pair say

By Joel Mills

Sunday, September 7, 2008

MOSCOW - Are you too ugly to be happy?

That ultimately destructive question is asked too often by marketers eager to sell their goods to the public, according to two University of Idaho business professors.

"One way to create demand for your product is to get people dissatisfied with their current state," says marketing professor Jeff Bailey. "People are bombarded with messages that say things aren't good enough, what they have isn't good enough, that their body isn't good enough."

And while that drumbeat is an effective way to create sales in the short run, it can lead to long-term consequences for the economy, says accounting professor Jason Porter.

"You're creating people that overspend because they're dissatisfied with what they have," Porter says. "So you get limited savings, excessive debt and debt spending."

Bailey and Porter co-authored a theoretical paper published recently in the Journal of Global Business Issues titled "Utilitarian Ethics and the Purposeful Creation of Dissatisfaction." A conference presentation they did on the same subject had the more understandable, tongue-in-cheek title "Are You Too Ugly to Be Happy?"

"I'm too short and too fat and too ugly and my ears are too big and my nose is too big," says Bailey, rattling off some of the messages marketers try to plant in the consumer brain.

Bailey and Porter say they want to promote more ethical and positive marketing strategies that can be just as effective.

Bailey cited Dove soap ads called "The Campaign for Real Beauty" that use full-figured and older models, and focus on promoting healthy skin.

"They're not saying 'you need to go and be fixed,' " Bailey says. "They're just trying to say 'be healthy, and it's OK if you have gray hair.' "

In addition to leading to the negative body image problems that can cause things like eating disorders, negative marketing strategies have other detrimental effects, Bailey adds.

Persistent negative images can make it more difficult for people to simply feel good about themselves, he says. Porter says that can lead to decreased productivity in the workplace, a further drag on the economy.

"You tell somebody that they're ugly in order to get them to buy makeup, or buy a certain type of clothing," Porter says. "That can have a detrimental effect on their entire self-image."

He adds that unhappy people have greater instances of clinical depression and suicide.

Negative marketing is also used in politics when candidates run negative ads, Bailey says.

"They try to get you the most dissatisfied with the other candidate," rather than focusing on what their candidate has to offer, he says.

Bailey says he and Porter were careful to limit the scope of their research to stay away from messages that might be perceived as anti-capitalist.

"Are we saying that we should only make products that people really need?" he asks. "I don't really want to go there."

Rather, Bailey says they just want to point out there are other effective marketing strategies - like humor - that don't focus on the negative.

Bailey says he's almost offended by some negative ads. He pointed to one local commercial that asks "Are you ashamed of the car you drive?" and another that asks "Is hair loss ruining your life?"

He talks about such negative marketing when he addresses business ethics in all of his classes.

"There are humorous and interesting and unique ways that are different from saying 'you're pathetic, and if you buy this product then you'll be doing well.' "

#### FROM THE IDAHO-PRESS TRIBUNE, NAMPA

##### **School board meetings**

###### **Caldwell School board**

Will meet at 7 p.m. today at Caldwell High School, 3401 S. Indiana. Work session at 5 p.m.

Agenda includes Caldwell High School government student introduction, board member report, superintendent's report, CEA report, district recycling, consent agenda, personnel, McIntyre update.

###### **Homedale School board**

Will meet at 7 p.m. today at the district office, 116 E. Owyhee. Executive session will follow.

Agenda includes delegations, employee recognition, reports.

###### **Vallivue School board**

Will meet at 6 p.m. Tuesday at the district office, 5207 S. Montana Ave., Caldwell. Executive session at 5:30 p.m.

Agenda includes consent agenda, resignations/retirements, new hires, change of job status, reading and approval of policies, accept resignation from Steve Lynn, trustee for Zone 4, building projects update, facilities update, technology report, out-of-state band trip request, business reports, 2008-09 classified salary schedule, 2008-09 staff technology purchase program, transportation agreement from Marsing School District, policy review.

###### **liberty charter board**

Will meet at 6 p.m. Tuesday at Liberty Charter School, McKnight Bryant Center, 1063 E. Lewis Lane, Nampa. Executive session at 5:30 p.m.

Agenda includes new business: approval of bus rate increase, citizen of the week policy; principal's report, consent agenda.

###### **Middleton School board**

Will meet at 6:30 p.m. Tuesday at the district office, 5 S. Third Ave. W., Middleton.

Agenda includes consent agenda, old business: final update from architect on rebuilt MHS/MS building; new business: consider approval of: final cost changes for rebuilt MHS/MS, the Idaho Center for MHS graduation, 2008-09 Food Service Department's co-op bids, appointment of the zone 3 board member, parent request for kindergarten bus route change, request from a MHS science teacher for a two-day trip to Craters of the Moon, adding a special board meeting on Sept. 30, changing the regular October board meeting date to Oct. 7, a new policy, a revised policy; personnel: approval of the certified and classified employees; reports.

###### **Kuna School board**

Will meet at 7 p.m. Tuesday at the Kuna High School Library, 637 E. Deer Flat Road, Kuna. Work session at 5:30 p.m. Executive session may follow.

Agenda includes superintendent's report: 2007 bond update, Indian Creek Greenbelt partnership, Adequate Yearly Progress compliance update; consent agenda, delegations, unfinished business: bond projects review/approval, recommendation to approve alternative school bid, permission to re-bid for fuel; new business: Kuna FFA national competition presentation/request, 2007-08 school district audit report, school resource officer agreement, first reading of revised board policy #565, immunization requirements; update on activities budget, piano fundraising update.

Marsing School board

Will meet at 8 p.m. Tuesday at the district office, 209 8th Ave. W.

Agenda includes consent agenda, discussion/reports: consideration of an update status report on: the Canyon-Owyhee School Service Agency Board Meetings and other activities, transportation and maintenance, the federal programs and food service programs, principals' reports for the month of September; new business includes: introduction of new teachers to the Marsing School District, resignations, employment.

Meridian School board

Will meet at 7 p.m. Tuesday at Mountain View High School, 2000 S. Millennium Way, Meridian.

Agenda includes consent agenda: district financial summary, employment recommendations, summary of leave requests, nonresident student enrollment requests for the 2008-09 school year, agreements for contracted drug education and intervention services, award bid for transportation parking lot infill to C&A Paving in the amount of \$87,554, and to Benchmark Electric in the amount of \$54,625, requests to alter/ improve school properties at Crossroads Middle School, Mountain View High School and Rocky Mountain High School; discussion/action items: Global Outreach Charter Academy, Student Athlete Academy Charter, proposed policies, personnel.

## **Boise K State's 281 research projects set record**

### **EDUCATION:**

University president says increased funding pumps dollars into local economy

Idaho Press-Tribune

BOISE — Boise State University officials say more research projects than ever received a record amount of sponsored funding in the 2008 budget year.

A total of 281 Boise State research projects surpassed \$28 million in sponsored project funding during the year, the university said, which far outpaces the previous high point for the number of projects funded.

"There's a continuous drumbeat of progress and growth for Boise State's research programs," BSU President Bob Kustra said. "With each new program and each new dollar in funding, the momentum and stature of Boise State becomes more evident."

Kustra said these programs pump millions of dollars directly into the regional economy.

Officials said Boise State's research projects help the community in several ways because they: n Attract high-value employers. n Develop new technologies valuable to local firms. n Incubate start-up companies. n Find medical treatments. n Contributing to the development of public policies that add to the quality and longevity of lives. n Provide direct infusions to the economy

through research staff payrolls, the purchase of equipment and supplies, and the hiring of consultants and graduate students, among others.

Almost \$14.2 million of Boise State's sponsored project research dollars came from federal grants, according to Boise State Vice President for Research Mark Rudin.

"Boise State's reputation as a research university continues to grow and create the foundation for our future success," Rudin said. "More research initiatives, better research infrastructure and facilities, stronger research-oriented faculty members and students interested in rolling up their sleeves as part of these programs are all key elements that feed off of one another and help us build a metropolitan research university of distinction."

## **Nampa's Central breaks convention**

EDUCATION: Even though most students come from disadvantaged backgrounds, school's academic performance soars

By Alisa Angelakis

aangelakis@idahopress.com

NAMPA — A high percentage of students who attend Nampa's Central Elementary School live in low-income households.

In fact, about 90 percent of the children qualify for free or reduced-price lunch, Principal Cindy Thomas said.

Yet, Central students performed so well in state testing, the school exceeded its adequate yearly progress goals that determine how much schools need to improve from year to year.

Based on portions of the spring Idaho Standards Achievement Test, as reported by the State Department of Education, 92 percent of Central's students are proficient or advanced in both reading and math. Only one other Nampa school, Liberty Charter, performed better.

Also, many students don't speak English when they arrive at Central.

Thomas said Central is "bilingually rich" with eight bilingual teachers in her school.

And fewer than 10 percent of students need to be placed in special education classes.

"The staff here are on fire," Thomas said. "My kids are on fire."

Thomas said her staff members consistently take the initiative and think outside the box. Parents also have taken a greater interest in their children's education and spend time as volunteers, Thomas said.

"We're seeing more parents than ever before in Central," she said.

## **Low turnover**

Thomas said employee turnover is low at Central. Thomas is in her third year as principal; she taught for about six years at Central before that.

"My teachers stay; and they know these children's families," she said. "The culture's really positive here. We're lucky to have the talent we have to work with these children. There's so much love for children in the building, but also high expectations."

Pete Koehler, chief edu-

Greg Kreller/IPT

Central Elementary principal Cindy Thomas helps second grader Alyssa Goff with a math problem Wednesday morning at the Nampa School.

cational officer of Central's cluster of schools in the district, said the teachers at Central are innovative and dedicated to what they do.

"Everyone in the school — the staff, the paraprofessionals, the librarian, the custodians — are very focused to support that high poverty demographic," he said. "They are exactly where they want to be and they're not afraid to reach those children who are having some problems."

### Community support

A dedicated group of parents and community members support the school.

An example: First Church of the Nazarene brings in older people to read with students, Koehler said.

Thomas said the church also provides backpacks and supplies for students every year.

"They are truly such a blessing to us," she said. "They are always there. If I need food for a family, they help me. There's never a time when I call them with a need that they don't step up."

This year, Costco provided backpacks to Central as well.

Thomas said that in December, First Church brings a truckload of gifts for the students. Children receive necessities like hats and mittens and usually some kind of toy. He offered this heartfelt recollection:

"One little boy was asked, 'What's your favorite thing you got in your box?' and he said: 'My toothbrush. Now I don't have to share with my family.'"

### FROM THE IDAHO STATESMAN

#### **Two UI Profs Take aim at negative marketing**

<http://www.lmtribune.com>

- The Associated Press

Edition Date: 09/07/08

MOSCOW, Idaho — A pair of University of Idaho business professors are taking aim at marketing that tries to sell people products by turning them against themselves.

Jeff Bailey, a marketing professor at the Moscow, Idaho, school, says one way to create demand for something is to get people dissatisfied with their bodies, their lifestyles and their world.

He and accounting professor Jason Porter authored a paper, published recently in the Journal of Global Business Issues, called "Utilitarian Ethics and the Purposeful Creation of Dissatisfaction."

Bailey and Porter say they are trying to emphasize that more ethical and positive marketing strategies can be just as effective as ones that tear down people's sense of self worth.

## FROM THE TWIN FALLS TIMES-NEWS

### **Two UI profs take aim at negative marketing**

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Jeff Bailey, a marketing professor at the Moscow, Idaho, school, says one way to create demand for something is to get people dissatisfied with their bodies, their lifestyles and their world.

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## FROM THE IDAHO STATE JOURNAL (PASSWORD REQUIRED)

### **ISU College of Education Celebrates 50 years**

POCATELLO — With the theme “Connecting Our Past and Preparing for Our Future” the College of Education at Idaho State University will celebrate its 50th year as an established college on Wednesday and Thursday.

The Albion State Normal School officially opened on Sept. 11, 1894, and the college at ISU came into existence Sept. 11, 1958.

Activities include tours of the Albion school, Stephens Performing Arts Center, a 1950s “Blast from the Past” performance at the Bistline Theater and tour of the Rendezvous complex. The evening will be filled with music, games, food and more.

For more information, go to [www.isu.edu](http://www.isu.edu).

## FROM THE IDAHO FALLS POST REGISTER (PASSWORD REQUIRED)

**No education news stories posted online today.**